

# INTERNATIONAL BUYER PROGRAM

**MAGIC Marketplace**  
**Mandalay Bay Convention Center**  
**& Las Vegas Convention Center,**  
**Las Vegas, Nevada**  
**August 20-23, 2012**  
[www.magiconline.com](http://www.magiconline.com)

## 1. Event Description

**The MAGIC Marketplace**, (hereinafter referred to as **MAGIC**), has been selected to participate in the CY 2012 International Buyer Program. MAGIC has become the largest, most comprehensive, apparel and accessory trade even in the United States. The website for all information about this event is the following: [www.magiconline.com](http://www.magiconline.com).

Founded in 1933 as an annual show hosted by the Men's Apparel Guild in California, MAGIC has become the largest, most comprehensive, apparel and accessory trade event in the United States. Each February and August, the fashion industry converges on Las Vegas for the most influential three days in the business - the MAGIC Marketplace. What started out as a small group of manufacturers has developed into the preeminent fashion market in the world. MAGIC connects a global audience of serious buyers and sellers of men's, women's and children's apparel and accessories. Thousands of retailers spanning single store boutiques to mass market domestic and international chains come to the Marketplace to access more than 4,000 manufacturers showcasing over 5,000 brands and private label resources.

- A. Target Audience:** MAGIC's goal is to expand upon the types of quality international apparel, footwear, accessories, and textiles companies that currently attend the show. MAGIC will target mostly buyers that sell directly to consumers and some sellers, if they could become future exhibitors. Generally, focus is on the more populated areas including Europe, Asia, South America, and Australia.
- B. Product Categories:** Products on the MAGIC Show floor are divided into the following show areas:
  - **WWD**MAGIC
    - Women's apparel and footwear, including: Contemporary, Better-to-Bridge, Sportswear & Dresses, Eveningwear, Juniors, Young Contemporary, Premium, Swim, Accessories and Kids
  - **S.L.A.T.E.**
    - A juried selection of progressive street, lifestyle and action sports brands
  - **STREET**
    - Young men's apparel, footwear and accessories
  - **MENS/WEAR**
    - Men's apparel, footwear and accessories

- **FN PLATFORM**
  - Footwear, including: Women's fashion footwear, Luxury Collections, Juniors & Kids, Footwear For the Modern Man, Athleisure & Advanced Contemporary, Eurocomfort & Wellness and Fast Fashion Footwear
- **PROJECT**
  - Men's & Women's Contemporary Apparel, Footwear and Accessories
- **POOLTRADESHOW**
  - Emerging designer, art driven show, including: Apparel, Footwear and Accessories
- **SOURCING at MAGIC**
  - Accessories and footwear resources from over 40 counties, merchandised by country and category: Contract & Original Design Manufacturers; Fabric, Trim & Component Suppliers; and Service & Technology Providers

### **C. Incentives for IBP Delegations:**

- Complimentary registration
- Complimentary educational sessions
- Special invitation to the exhibition Opening Day Celebration on Monday, August 20, 2012
- International Business Center with many amenities and staffed by Commercial Service industry specialists who can provide counseling on-site

## **2. Event Contacts**

### **A. International Buyer Program Project Officer**

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### **Retail Relations Manager**

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## **3. Event Promotion:**

**MAGIC Website:** All information regarding MAGIC, including exhibitors and conference programs, will be on MAGIC's homepage: [www.magiconline.com](http://www.magiconline.com).

- A. Registration:** All IBP recruited delegates will receive complimentary admission to MAGIC. Delegates will need to go through MAGIC's accreditation process in order to be registered for the show. Details on the accreditation process can be found here: [qawebreg.experient-inc.com/HTMLProduction/ShowMAG121/ConfirmationImages/AdmissionPolicy.pdf](http://qawebreg.experient-inc.com/HTMLProduction/ShowMAG121/ConfirmationImages/AdmissionPolicy.pdf).

- B. Hotels:** Hotel reservations for delegates can be made through the MAGIC website, under “Show,” then “Hotel & Travel:” [www.magiconline.com/hotel-travel](http://www.magiconline.com/hotel-travel).

#### **4. On Show-Site Programs:**

- A. Education & Technical Sessions:** Complimentary educational sessions for registered attendees will be offered. Topics to be covered will come at a later date; however, the course list from last season can be found on the MAGIC website under “Seminars”: <http://www.magiconline.com/seminars>.
- B. International Business Center (IBC):** The IBC is the official welcoming and reception location for all international guests. The IBC will be staffed by USDOC and USDOC partners who will provide export counseling and assist international buyers in identifying and setting up meetings with U.S. exhibitors whose international business objectives match their own.

Services offered at the International Business Center include:

- A relaxation and meeting area
- Information on the venue
- Information about conference sessions
- Assistance in translation and interpreter services
- Matching services
- Private meeting rooms
- Computer terminals with internet access

- C. Matchmaking Services:** The IBP will offer one-on-one matchmaking appointments through the new automated matchmaking software for delegation attendees and U.S. exhibitors. More information regarding this software will be forthcoming.

#### **D. Complimentary Networking Activities:**

- Opening Day Celebration on Monday, August 20, 2012
- Further event details to come. Please visit the MAGIC website for a listing of last season’s events under “Show”: <http://www.magiconline.com/events>.